

William M. Newman

216 Heatherwood Road
Erdenheim, PA 19038

215-836-2392
w.m.newman@verizon.com

PROFILE

Experienced executive with more than twenty years of management, consulting, market research and product development experience.

INDUSTRY SPECIFIC SKILLS

- Strategic Pricing
- Competitive Analysis
- Product Development
- Incremental Cost Development
- Economic Analysis
- Market Forecasting
- Survey Research
- Expert Witness

PROFESSIONAL EXPERIENCE

PRIMETRICA, INC.,

Director, Consulting Services (October, 2004 – Present)

Responsible for expanding consulting and research capabilities of PriMetrica

- Expand technical capabilities through use of additional analytical techniques
- Expand geographical markets served
- Develop syndicated data products from existing PriMetrica database assets
- Provide consulting assistance to clients in areas of market research, competitive analysis, regulatory issues and testimony

MONTGOMERY COUNTY COMMUNITY COLLEGE (September, 2003 – Present)

TEMPLE UNIVERSITY (September, 2006 – Present)

Adjunct Faculty; Macroeconomics and Microeconomics

NEWMAN ASSOCIATES (2002 – September, 2004)

Business and Economic Consulting Services

- Provided guidance and support in the development of new forward-looking product concepts for TNS Telecoms and PriMetrica, Inc.
- Prepared and presented direct and rebuttal business competition testimony for Verizon.
- Analyzed demand and revenue impacts of proposed pricing changes for independent local telephone company.

TNS TELECOMS, Jenkintown, PA

Executive Vice President (1993 - 2001)

Directed all activities in developing products to measure and track market shares in the Telecommunications and Cable/Satellite TV industries.

- Increased annual revenues from \$500K to \$10M, and work force from three to more than sixty by identifying, building and marketing products needed by industry to track competition.
- Grew client base to include all major telecommunications provider companies.
- Managed the development of syndicated products, tracking prices of telecommunications services and purchasing activities and behaviors of business and residential customers.
- Created and developed: *Business Customer Syndicated Products*, including ongoing survey of business customers tracking their voice and data usage, and firm level estimates of telecommunications spending, access lines and bandwidth demand; and *Residential Customer Syndicated Products*, including ongoing survey, bill harvesting and household scoring products. These products have been purchased by most major service providers in the industry and used by the FCC and the Department of Justice in addressing telecommunications issues.
- Authored industry magazine article comparing wireline and wireless time-of-day calling.

- Provided consulting support to clients, and prepared and presented testimony on competition and pricing issues.

BELL ATLANTIC, Philadelphia, PA

Director/District Staff Manager (1990 - 1993)

Managed Regulatory District organization, analyzed rate structure issues influenced by the state and federal regulatory/external environment, and directed the development of product and service prices.

- Coordinated activities of legal, marketing, financial, service cost, and product management personnel to meet regulatory and marketing objectives. Achieved 24 hour approval time for Centrex custom pricing proposals.
- Identified issues; prepared, administered and interpreted tariffs; analyzed regulatory rules and procedures; and determined revenue impact of all intrastate rate changes and introduction of new products and services. Prepared and presented testimony supporting all new rates.

District Staff Manager (1985 - 1990)

Managed Product Management District organization, developed and presented testimony supporting rate structure proposals in Pennsylvania and Delaware.

- Assessed the competitive, technological and regulatory environments to establish market-based rates and flexible pricing for all intrastate products and services.

District Staff Manager (1984 - 1985)

Developed plans and strategies to enable regulated subsidiaries to achieve corporate cost of capital objectives.

- Formulated and coordinated cost of capital and financial policy portions of rate filings in New Jersey, Pennsylvania and Delaware.

District Staff Manager (1982 - 1984)

Managed staff of twenty-five developing corporate revenue forecast, and the integration of the forecast with specific product, accounting, marketing and engineering forecasts.

- Provided Product Management organization with demand analyses, competitive analyses, economic analyses, quantitative forecasting and data support.
- Estimated the revenue contribution of carrier access charges for initial FCC filing (1983), including first discussion and quantification of service bypass.
- Prepared demand response revenue estimates for rate filings and served as rebuttal witness.

AT&T, New York, NY

3 years

District Staff Manager (2 years)

Consulted with all Bell System operating companies for econometric demand analysis and forecasting.

- Developed and taught courses in demand analysis and forecasting to all levels of management.

Staff Supervisor (1 year)

Managed econometric cost study estimating the incremental cost of access, local and toll usage for use in AT&T anti-trust case.

BELL OF PENNSYLVANIA/DIAMOND STATE TELEPHONE, Philadelphia, PA 4 years

Senior Administrative Assistant

Consulted on demand analysis, economic analysis and forecasting to all company departments.

- Constructed econometric demand models used in general rate case filings by Bell of Pennsylvania and Diamond State Telephone.

EDUCATION

TEMPLE UNIVERSITY, Philadelphia, PA

A.B.D. in Economics (concentration in econometrics and industrial organization)

M.A. in Economics
B.B.A. in Economics